

Pre-register your place at AfricaCom 2012

The 15th Annual AfricaCom will bring together individuals and companies to debate on how to embrace innovation in Africa's telecoms, media and ICT markets. AfricaCom 2012 conference is set to take place on 13-15 November at the Cape Town International Convention Centre (CTICC), South Africa, under the theme 'Reaching the Next Frontier for Growth'.



Traditional telecommunication companies spend much effort and investment in building networks to deliver services. Now they need lessons from new players. Alternative brands and young start-ups are shaking up the market. Clusters of innovations are being formed in Africa's key regions, namely Kenya and South Africa.

Topics to be discussed

This year, topics to be discussed include:

- Market rules are changing; how can businesses be more flexible and adaptable?
- Start-ups are at the forefront of innovation; how to encourage ICT entrepreneurs and ease access to funding?
- Content and apps are revolutionising services; how to monetise and distribute them to benefit the whole ecosystem?

These are just some of the key trends and opportunities to be discussed at this year's event which will also include new speakers, new sessions and new formats to inspire a new visitor for Africa's digital market.

New sessions

- Entrepreneur Incubator Hub: a meeting place for investors, incubators, start-ups, operators and more to promote innovation, creativity and entrepreneurship
- Mobile Money Lab: learn about new models, services and partnerships in the mobile money sector
- Customer Experience Management: a session to discuss strategies to increase loyalty with a changing operator-customer relationship
- Handset and Smart Devices: check the latest offers for emerging markets and consumer trends

Speakers confirmed so far

The key innovators already confirmed to speak this year include:

- Alan Knott-Craig Jr, CEO of Mixit
- Nic Haralambous, CEO of Motribe
- Frans Joubert, CEO of Rorotika
- Ben Zaيمان, CEO of mLab South Africa

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